

Tally (279)

COMPUTER ENTHUSIAST STUDY

PLEASE CHECK THE APPROPRIATE BOX OR COMMENT IN THE SPACE PROVIDED. USE THE BACK OF THE COVER LETTER FOR ADDITIONAL COMMENTS.

1. Which of the following best describes your interest in computers? (CHECK ONE BOX ONLY)

I consider myself a computer professional and earn my living by operating or programming, selling (etc.) computers

Computers are not my main occupation, but I am very familiar with computers or use a computer directly in my work

I am familiar with computers or use them indirectly in my work

I am a computer hobbyist or student who has a strong knowledge of and interest in computers, but do not necessarily use them in my work

I am really a novice with computers, but have an interest in the field and expect to learn more about them in the future

Some other description of my interest in computers (PLEASE WRITE IN) _____

PLEASE ANSWER THE FOLLOWING FOR QUESTIONS 2, 3 and 4:

WHICH OF THE FOLLOWING DEVICES DO YOU:

- A. PERSONALLY OWN?
B. IF NOT PERSONALLY OWNED, WHICH DO YOU USE?
C. EXPECT TO PURCHASE WITHIN THE NEXT 12 MONTHS?

2. A PROGRAMMABLE CALCULATOR (such as the HP 41C, the TI-59, the Casio 502P, etc.)

a. I personally own one (or more) (If more than one, list most recently purchased.)

What brand? _____

What model? _____

When purchased? _____ Month Year

b. I do not own, but I do use one

What brand? _____

What model? _____

I do not use one

c. I expect to purchase a PROGRAMMABLE CALCULATOR sometime within the next 12 months

I do not expect to purchase within 12 months

3. A POCKET COMPUTER (such as the TRS-80 "POCKET" COMPUTER or the Sharp PC 1211, Casio FX-702P, etc.)

a. I personally own one (or more) (If more than one, list most recently purchased.)

What brand? _____

What model? _____

When purchased? _____ Month Year

b. I do not own, but I do use one

What brand? _____

What model? _____

I do not use one

c. I expect to purchase a POCKET COMPUTER sometime within the next 12 months

I do not expect to purchase within 12 months

4. A DESKTOP PERSONAL COMPUTER (such as an Apple II, a TRS-80, a Commodore F3t, etc.)

a. I personally own one (or more) (If more than one, list most recently purchased.)

What brand? _____

What model? _____

When purchased? _____ Month Year

b. I do not own, but I do use one

What brand? _____

What model? _____

I do not use one

c. I expect to purchase a DESKTOP PERSONAL COMPUTER sometime within the next 12 months.

I do not expect to purchase within 12 months

ABOUT PROGRAMMABLE CALCULATORS

IF YOU OWN OR USE A PROGRAMMABLE CALCULATOR, PLEASE CONTINUE WITH QUESTION #5. IF YOU DO NOT OWN OR USE ONE, PLEASE ANSWER QUESTION #9 NEXT.

5. What were your reasons for deciding to buy (or use) a PROGRAMMABLE CALCULATOR?

C

6. How satisfied are you with the PROGRAMMABLE CALCULATOR that you mentioned in Question #2? (PLEASE CHECK ONE.)

- T
- Completely satisfied
 - Very satisfied
 - Somewhat satisfied
 - Somewhat dissatisfied
 - Very dissatisfied
 - Completely dissatisfied

7. What do you use this PROGRAMMABLE CALCULATOR FOR?

C

8. How often do you use a PROGRAMMABLE CALCULATOR?

- (T+C)
- Times per week OR Times per month
 - Times per week OR Times per month
 - Times per week OR Times per month
 - Times per week OR Times per month

ABOUT POCKET COMPUTERS

9. In general, what have been your feelings and the reactions of your friends and associates to POCKET COMPUTERS?

T

| | Your Feelings | Your Friend's Feeling |
|---|--------------------------|--------------------------|
| Very enthusiastic - the wave of the future? | <input type="checkbox"/> | <input type="checkbox"/> |
| Interested - it is appropriate for some users | <input type="checkbox"/> | <input type="checkbox"/> |
| Neutral - no particular feeling one way or the other | <input type="checkbox"/> | <input type="checkbox"/> |
| Negative - not favorably impressed with the POCKET COMPUTER | <input type="checkbox"/> | <input type="checkbox"/> |
| Any other attitude (PLEASE SPECIFY) | | |

10. How many of your friends and associates do you feel are likely to buy a POCKET COMPUTER in the next 2 years?

- T
- Many
 - Quite a few
 - Few
 - None
 - Don't know

11. Do you feel that the BASIC language programmable POCKET COMPUTERS will make keystroke PROGRAMMABLE CALCULATORS obsolete in (please check one below):

- 2 years
- 3-5 years
- 6 years or later
- Never
- No idea

11a. Why or why not? _____

IF YOU OWN OR USE A POCKET COMPUTER, PLEASE CONTINUE WITH QUESTION #12.
 IF YOU DO NOT OWN OR USE A POCKET COMPUTER, PLEASE ANSWER QUESTION #25 NEXT.

12. Which of the following statements best describes your view of your own experience with the POCKET COMPUTER?

- Just learning how to use it
- Have learned to use it, but do not apply it very often
- Have learned to use it, and apply it frequently at home or at work
- Consider myself an expert who could write programs for commercial sale

13. How satisfied would you say that you have been with the POCKET COMPUTER that you own (or use)? (Please check the appropriate spaces below.)

| Your POCKET COMPUTER Ratings: | In General | The Keyboard | The Display | Overall Size | Instruction Manual |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Completely satisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Very satisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Somewhat satisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Somewhat dissatisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Very dissatisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Completely dissatisfied | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

13a. Please comment on any of the ratings in Question 13 above that you would care to.

14. In addition to your POCKET COMPUTER, do you also own (or use) a cassette peripheral or a printer?

- A cassette peripheral
- A printer
- Neither

15. What were your reasons for deciding to buy (or use) a POCKET COMPUTER?

16. What do you use your POCKET COMPUTER for? _____

17. How often do you use the POCKET COMPUTER?
 Times per week _____ OR Times per month _____

18. What are some programs (titles or general descriptions) that you would like to have available for the POCKET COMPUTER?

19. How important for a POCKET COMPUTER are each of the features listed below with respect to your uses for the device?
 (Please circle the rating you choose for each feature. "5" is "Very Important," "1" means "Not Very Important." You may select any rating from "1" to "5")

| Feature To Be Rated For A POCKET COMPUTER | Very Important | | | | Not at All Important |
|--|----------------|---|---|---|----------------------|
| ✓ Pocketable size | 5 | 4 | 3 | 2 | 1 |
| Typewriter style (QWERTY) Keyboard | 5 | 4 | 3 | 2 | 1 |
| Alphanumeric display | 5 | 4 | 3 | 2 | 1 |
| BASIC programming language | 5 | 4 | 3 | 2 | 1 |
| PASCAL programming language | 5 | 4 | 3 | 2 | 1 |
| ASSEMBLER programming language | 5 | 4 | 3 | 2 | 1 |
| Constant memory | 5 | 4 | 3 | 2 | 1 |
| ✓ A removable non-volatile memory module | 5 | 4 | 3 | 2 | 1 |
| Portable printer peripheral | 5 | 4 | 3 | 2 | 1 |
| Reliable magnetic memory mass storage peripheral | 5 | 4 | 3 | 2 | 1 |
| Telephone modem peripheral | 5 | 4 | 3 | 2 | 1 |
| TV display peripheral | 5 | 4 | 3 | 2 | 1 |
| Ability to expand memory after purchase | 5 | 4 | 3 | 2 | 1 |

20. Do you think that any programming languages other than those in the previous question (BASIC, PASCAL, ASSEMBLER) would be particularly useful for a POCKET COMPUTER? If so, which ones?
 Yes No
 ("IF YES") Which languages? _____

IN THE FOLLOWING QUESTIONS, YOU WILL BE ASKED FOR YOUR OPINION OF POSSIBLE "TRADE-OFFS" IN DESIGN OF A HANDHELD OR POCKET COMPUTER.

ASSUME ALL FACTORS OTHER THAN THOSE IN THE "TRADE-OFF" QUESTIONS TO BE EQUAL BETWEEN THE TWO APPROACHES.

21. Please check the approach you prefer for each pair ("1" vs. "2" below).

- ✓ 1. A handheld computer the size of a small book (5" x 8") with a miniature QWERTY keyboard
- VERSUS (OR)
- 2. A handheld computer the size of a notebook (8½" x 11") with a full sized QWERTY keyboard
- 3. No preference between "1" and "2"

- ✓ 1. A handheld computer with a one-line LCD alphanumeric display at \$250
- VERSUS (OR)
- 2. A handheld computer with a six-line LCD alphanumeric display at \$550
- 3. No preference between "1" and "2"

- ✓ 1. A handheld computer with a six-line LCD alphanumeric display with characters 2/10 inch high
- VERSUS (OR)
- 2. A handheld computer with a miniature CRT display showing 12 lines with characters 1/10 inch high
- 3. No preference between "1" and "2"

- ✓ 1. A handheld computer with 20 hours battery life using rechargeable batteries
- VERSUS (OR)
- 2. A handheld computer with 200 hours battery life using disposable (AA size) batteries
- 3. No preference between "1" and "2"

22. How (if at all) do you feel that the POCKET COMPUTER has (or will) significantly change your use of computer devices?

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| Alphanumeric display | | | | | |
| BASIC programming language | | | | | |
| PASCAL programming language | | | | | |
| ASSEMBLY programming language | | | | | |
| Constant memory | | | | | |
| A removable non-volatile memory module | | | | | |

23. Assuming that abundant pre-written programs were available for the POCKET COMPUTER that you use, what percentage of all the programs that you use do you think you would write yourself and what percent would be pre-written?

Self-written programs _____ %

Pre-written programs _____ %

(TOTAL POCKET COMPUTER PROGRAMS = 100%)

Actual NUMBER (EDT 100%)

24. What specific changes, additions, or improvements would you like to see made to POCKET COMPUTERS in the future?

ABOUT DESKTOP PERSONAL COMPUTERS

IF YOU OWN OR USE A DESKTOP PERSONAL COMPUTER PLEASE CONTINUE WITH THIS QUESTION.
IF YOU DO NOT OWN OR USE A DESKTOP PERSONAL COMPUTER PLEASE ANSWER QUESTION #27 NEXT.

25. What were your reasons for deciding to buy (or use) a DESKTOP PERSONAL COMPUTER?

C

26. What do you use this DESKTOP PERSONAL COMPUTER for?

C

TO HELP CLASSIFY YOUR OPINIONS

(Please remember that all answers are confidential and will be used only in combination with those of other respondents to form a composite picture.)

27. What is your age:

- Under 25
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 or over

T

C 28. Including yourself, how many people are there in your household? ACTUAL NUMBER

C 29. What is your job or occupation? (Please describe fully)

C

30. What is the last year you completed in school? (Please check one)

- Completed elementary school
- Some high school
- Trade/vocational school
- Some college
- Completed college
- Post-graduate work

T

C 31. If you attended college, what was your area of specialization?

C

32. What magazines do you read to find out more about computers? _____

33. What is your zip code (first 3 digits only)?

Zip _____ *PUNCH ACTUAL NUMBER*

THANK YOU FOR YOUR HELP IN ANSWERING THIS QUESTIONNAIRE. JUST FOLD AND RETURN IN THE ENCLOSED ENVELOPE. NO POSTAGE IS NECESSARY.

What is the last year you completed in school? (Please check one)

- Completed elementary school
- Completed high school
- Completed vocational school
- Some college
- Completed college
- Post-graduate work

34. If you attended college, what was your area of specialization?

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
OWNERSHIP

OWNERSHIP

**POCKET
COMPUTER**

**PROGRAMMABLE
CALCULATOR**

**DESKTOP
PERSONAL
COMPUTER**

OWNERSHIP



OWN

92%

61%

70%

DO NOT OWN, BUT DO USE

4

8

15

DO NOT USE

4

31

15

100%

100%

100%

**EXPECT TO PURCHASE
WITH/IN NEXT 12 MOS.**

10%

5%

38%

12-18-81 PG 39-682

**POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
EXPERIENCE WITH POCKET COMPUTERS - II**

**QUESTION: "HOW SATISFIED WOULD YOU SAY THAT YOU HAVE BEEN WITH THE
POCKET COMPUTER THAT YOU OWN (OR USE)?"**

| SATISFACTION WITH POCKET COMPUTER | IN GENERAL | THE KEYBOARD | THE DISPLAY | OVER-ALL SIZE | INSTRUC. MANUAL |
|--|-------------------|-------------------------|------------------------|--------------------------|----------------------------|
| (“N”)- | (310) | (308) | (308) | (308) | (308) |
| COMPLETELY SATISFIED | 17% | 27% | 17% | 46% | 12% |
| VERY SATISFIED | 56 | 42 | 35 | 40 | 21 |
| SOMEWHAT SATISFIED | 21 | 21 | 31 | 11 | 27 |
| SOMEWHAT DISSATISFIED | 5 | 8 | 14 | 1 | 22 |
| VERY DISSATISFIED | 1 | 2 | 2 | 1 | 11 |
| COMPLETELY DISSATISFIED | 0 | 0 | 0 | 1 | 7 |
| | 100% | 100% | 100% | 100% | 100% |

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
IMPORTANCE OF POCKET COMPUTER FEATURES - I

| FEATURES TO BE RATED FOR A POCKET COMPUTER: | VERY IMPORTANT | | | NOT AT ALL IMPORTANT | | TOTAL | MEAN SCORE | "N" |
|--|-------------------|-----|-----|-------------------------|----|-------|---------------|---------|
| | 5 | 4 | 3 | 2 | 1 | | | |
| POCKETABLE SIZE | 62% | 26% | 10% | 2% | 0% | 100% | 42 | (307) |
| TYPEWRITER-STYLE (QWERTY) KEYBOARD | 53 | 30 | 13 | 3 | 1 | 100% | 41 | (304) |
| ALPHANUMERIC DISPLAY | 88 | 10 | 2 | 0 | 0 | 100% | 48 | ◆ (305) |
| BASIC PROGRAMMING LANGUAGE | 78 | 18 | 2 | 1 | 1 | 100% | 46 | ◆ (303) |
| PASCAL PROGRAMMING LANGUAGE | 18 | 21 | 33 | 12 | 16 | 10% | 24 | (287) |
| ASSEMBLER PROGRAMMING LANGUAGE | 28 | 26 | 27 | 9 | 10 | 100% | 28 | (291) |
| CONSTANT MEMORY | 87 | 10 | 2 | 1 | 0 | 100% | 48 | ◆ (304) |
| A REMOVABLE NON-VOLATILE MEMORY | 53 | 29 | 16 | 2 | 0 | 100% | 41 | (301) |
| PORTABLE PRINTER PERIPHERAL | 67 | 24 | 7 | 2 | 0 | 100% | 44 | (306) |
| RELIABILITY MAGNETIC MEMORY MASS STORAGE PERIPHERAL | 70 | 20 | 8 | 1 | 1 | 100% | 44 | (303) |
| TELEPHONE MODEM PERIPHERAL | 32 | 23 | 29 | 10 | 6 | 100% | 31 | (303) |
| TV DISPLAY PERIPEHRAL | 34 | 32 | 26 | 5 | 3 | 100% | 34 | (306) |
| ABILITY TO EXPAND MEMORY AFTER PURCHASE | 76 | 20 | 4 | 0 | 0 | 100% | 46 | ◆ (305) |

PREFERRED "TRADE-OFFS" IN DESIGN OF A
HANDHELD OR POCKET COMPUTER

A. SIZE: MINIATURE QWERTY 65% VS. FULL-SIZED QWERTY 35%

B. ALPHANUMERIC
DISPLAY: 1 LINE LCD (\$250) 55% VS. 6-LINE LCD (\$550) 45%

C. CHARACTER LINES
AND SIZE: 6-LINE LCD,
0.2" HIGH CHARACTERS 47% VS. MINATURE CRT 12 LINES,
0.1" HIGH CHARACTERS 53%

D. BATTERY TYPE: 20-HOUR BATTERY LIFE
RECHARGEABLES 41% VS. 200-HOUR BATTERY LIFE
"AD" DISPOSABLES 59%

QUESTION: "DO YOU THINK THAT ANY PROGRAMMING LANGUAGES OTHER THAN THOSE IN THE PREVIOUS QUESTION (BASIC, PASCAL, ASSEMBLER) WOULD BE PARTICULARLY USEFUL FOR A POCKET COMPUTER? IF SO, WHICH ONES?"

ADD LANGUAGES?

| | |
|-----|------|
| YES | 29% |
| NO | 71% |
| | 100% |



◆ IF YES, WHICH ONES:

| | |
|----------------|-----|
| FORTRAN | 37% |
| FORTH | 22 |
| APL | 10 |
| COBOL | 8 |
| C | 6 |
| MACHINE | 4 |
| ASSEMBLER | 4 |
| LISP | 3 |
| BASIC | 2 |
| COMPLETE BASIC | 2 |
| ALGOL | 2 |

LOCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
SOFTWARE USAGE; CLASSIFICATION

| | |
|--|--------------------------------|
| <u>PERCENT PREPARED SOFTWARE PROGRAMS:</u> (“N”=) | <u>PRE-PROGRAMMED</u> (320) |
|--|--------------------------------|

| | |
|------------|-----------|
| 0% - 24% | 36% |
| 25% - 49% | 19 |
| 50% - 74% | 24 |
| 75% - 100% | <u>21</u> |
| | 100% |

AVERAGE

↓
63%

SCHOOL COMPLETED

| | |
|--------------------|-------------|
| SOME HIGH SCHOOL | 3% |
| HIGH SCHOOL | 2 |
| TRADE/VOCATIONAL | 6 |
| SOME COLLEGE | 25 |
| COLLEGE | 25 |
| POST-GRADUATE WORK | <u>39</u> ◆ |
| | 100% |

CLASSIFICATION:

AGE

| | |
|-------------|----------|
| UNDER 25 | 5% |
| 25-34 | 21 |
| 35-44 | 30 |
| 45-54 | 24 |
| 55-64 | 16 |
| 65 AND OVER | <u>4</u> |
| | 100% |

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
PERIPHERAL OWNERSHIP

QUESTION: "IN ADDITION TO YOUR POCKET COMPUTER, DO YOU ALSO OWN (OR USE)
A CASSETTE PERIPHERAL OR A PRINTER?"

PERIPHERALS OWNED/USED

RESPONSE

("N"=)

(308)

A CASSETTE PERIPHERAL

24%

A PRINTER

7

BOTH A CASSETTE PERIPHERAL AND
A PRINTER

64

NEITHER

5

100%

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
EXPERIENCE WITH POCKET COMPUTERS - I

QUESTION: "WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR VIEW OF YOUR OWN EXPERIENCE WITH THE POCKET COMPUTER?"

| EXPERIENCE WITH POCKET COMPUTER: (N=) | RESPONSE (308) |
|--|-----------------------|
| JUST LEARNING HOW TO USE IT | 13% |
| HAVE LEARNED TO USE IT, BUT DO NOT APPLY IT VERY OFTEN | 24 |
| HAVE LEARNED TO USE IT, AND APPLY IT FREQUENTLY AT HOME OR AT WORK | 41 ◆ |
| CONSIDER MYSELF AN EXPERT WHO COULD WRITE PROGRAMS FOR COMMERCIAL SALE | 22 ◆ |
| | <u>100%</u> |

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
POCKET COMPUTER USE FREQUENCY

| <u>NUMBER OF TIMES USED:</u> ("N" =) | <u>TIMES PER WEEK</u> (287) |
|---|--------------------------------|
| 1-3 TIMES | 42% ◆ |
| 4-6 TIMES | 19 |
| 7-10 TIMES | 13 ◆ |
| MORE THAN 10 TIMES | 20 |
| OTHER - INDETERMINATE | <u>6</u> |
| | 100% |

POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
OPINIONS CONCERNING GROWTH OF POCKET COMPUTER (CONT'D)

QUESTION: "DO YOU FEEL THAT THE BASIC LANGUAGE PROGRAMMABLE
POCKET COMPUTERS WILL MAKE KEYSTROKE PROGRAMMABLE
CALCULATORS OBSOLETE IN (VARIOUS TIME PERIODS)?"

KEYSTROKE OBSOLETE IN:
("N")

2 YEARS
3-5 YEARS
6 YEARS OR LATER
NEVER
NO IDEA

RESPONSE

(336)

34%] ←

28

7

15

16

100%

**POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
OPINIONS CONCERNING GROWTH OF POCKET COMPUTER**

QUESTION: "IN GENERAL, WHAT HAVE BEEN YOUR FEELINGS AND THE REACTIONS OF YOUR FRIENDS AND ASSOCIATES TO POCKET COMPUTERS?"

| REACTIONS: | YOUR FEELINGS | YOUR FRIEND'S FEELINGS |
|--|----------------------|-------------------------------|
| ("N"-) | (340) | (299) |
| ◆ VERY ENTHUSIASTIC - THE WAVE OF THE FUTURE | 58% | 20% |
| ◆ INTERESTED - IT IS APPROPRIATE FOR SOME USERS | 39 | 57 |
| NEUTRAL - NO PARTICULAR FEELING ONE WAY OR THE OTHER | 0 | 18 |
| NEGATIVE - NOT FAVORABLY IMPRESSED WITH THE POCKET COMPUTER | 2 | 5 |
| OTHER - ANY OTHER ATTITUDE | 1 | 0 |
| | 100% | 100% |

QUESTION: "HOW MANY OF YOUR FRIENDS AND ASSOCIATES DO YOU FEEL ARE LIKELY TO BUY A POCKET COMPUTER IN THE NEXT FEW YEARS?"

| FRIENDS/ASSOCIATES REACTIONS: | RESPONSE |
|--------------------------------------|-----------------|
| ("N"-) | (338) |
| MANY | 7% |
| QUITE A FEW | 24 |
| FEW | 49 |
| NONE | 5 |
| DON'T KNOW | 15 |
| | 100% |

**POCKET COMPUTER NEWSLETTER SUBSCRIBER SURVEY
SATISFACTION WITH PRODUCT OWNED/USED**

QUESTION: "HOW SATISFIED ARE YOU WITH THE (POCKET COMPUTER, PROGRAMMABLE CALCULATOR) THAT YOU MENTIONED (PREVIOUSLY)?"

| <u>SATISFACTION ("N"=)</u> | <u>POCKET COMPUTER</u> | <u>PROGRAMMABLE CALCULATOR</u> |
|----------------------------|----------------------------|------------------------------------|
| | (310) | (169) |
| COMPLETELY SATISFIED | 17% | 33% |
| VERY SATISFIED | 56 | 30 |
| SOMEWHAT SATISFIED | 21 | 28 |
| SOMEWHAT DISSATISFIED | 5 | 8 |
| VERY DISSATISFIED | 1 | 1 |
| COMPLETE DISSATISFIED | 0 | 0 |
| | 100% | 100% |